# CONDITIONING the HOME

1 9 4 0

# YOU NEED Ceiling lighting Fixtures



# For Decorative Beauty For Complimentary Illumination For Eyesight Conservation

LIGHT CONDITIONING! To Light Condition your home is to give it a beauty treatment... endow it with new life through the medium of better light... enhance its decorative beauty and charm by creating a luxurious, happy atmosphere. In addition, Light Conditioning protects precious eye-sight and conserves energy. By making things easier to see, Light Conditioning prevents eyestrain and nervous disorders caused by insufficient illumination and the distressing effects of glare from the wrong type of lighting.

Like Magic, Light Conditioning does wonderful things! But you need the right type of lighting to make Light Conditioning possible!

RIGHT TYPE OF LIGHTING! Unfortunately our eyes are unable to judge lighting that is adequate for their needs. For that reason we need the assistance of Science in the selection of the right type of artificial lighting . . . lighting that is soft, glareless and, like the Sun, reaches us from above. Because only from heights above our line of vision can light rays be evenly distributed and properly spread over a wide area without casting deep shadows, ceiling lighting fixtures are necessary to adequately beautify a room with decorative, complimentary, invigorating illumination. Everything you do you can do better, with less effort, in a light conditioned room.

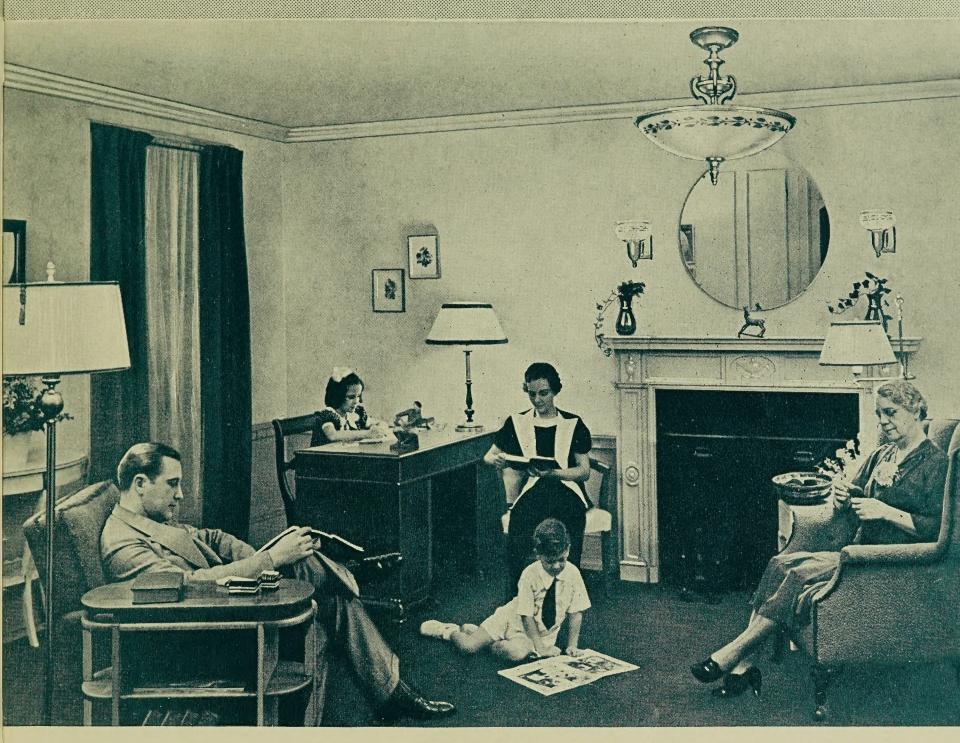
LIGITING FIXTURES ARE IN VOGUE BECAUSE GOOD LIGHTING IS IN STYLE. Lighting fixtures today are a far cry from those on the market just a few years ago. Today our lighting fixtures are designed in cooperation with interior decorators, architects and lighting engineers. Now lighting fixtures harmoniously blend with your decorative scheme and become an important part of it. And, the illumination these new fixtures provide is soft, glareless and complimentary to your furnishings . . . actually accentuates the beauty of a period or modern theme and emphasize the distinctive individuality of your own home.

For mellow, smooth, genial, general illumination there is no substitute for a lighting fixture on the ceiling.

HOW TO SELECT YOUR LIGHTING FIXTURES! Study this booklet carefully. In it you will find a complete selection of smart, efficient lighting fixtures to beautifully and adequately illuminate every room in your home. Check off in the margins the fixtures you believe meet your requirements for decorative beauty and lighting efficiency. Then return to our showrooms or call for one of our lighting experts to go over your selection with you. We will gladly advise and assist you in making a selection of which you may be justifiably proud.

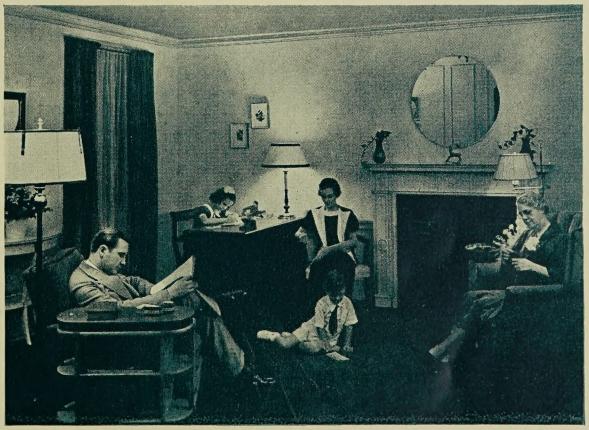
Our services are yours for the asking—without cost or obligation.

## FOR LIGHT CONDITIONING YOUR HOME!



Look at the Light Conditioned Living Room above. Note particularly the cheerful atmosphere and the even distribution of light that enables every member of the family to relax and fully enjoy all the comforts of home. Also observe how clearly the details of the furniture and furnishings can be seen.

To the right is the same Living Room with only the lighting changed. See how different the room looks! How uncomfortable the family seems! How hidden is all the beauty of the furnishings!



ILLUMINATE YOUR HOME

### DISTINGUISHED

are further enhanced by

In this living room is Fixture No. 465, described below.

DECORATORS are again recommending the use of ceiling fixtures for lighting the living room. And rightfully so because for adequate, decorative, general illumination no other source of light is so versatile, so effective and so efficient. For emphasizing particular sections of the room, wall brackets are suggested. Portable lamps should be used for decorative and localized lighting only.

433: 4 lts. Clear-cut 16"Colonial dish enhanced with crystal glass feathers and metal banding. Length 18". Finishes: Polished Brass or Pewter.

**465:** 4 lts. Beautiful and effective. 16" Mottled Lustro Ivory Glass with ornamental metal banding. Length 22". Finish: Mat Gold.

**545:** 5 lts. 16" Crystal sunburst—always adds a sparkling decorative note. Length 11". Finishes: Mat Gold or Silver & Black.

**566:** 2 lts. This interesting crystal feather accentuates the beauty of this fine crystal bracket. Dia. of back  $4\frac{1}{4}$ ". Metal Parts: Chromium.

1080: 4 lts. Clear-cut 16" Colonial dish with decorative legs and metal banding. Finishes: Polished Brass or Pewter.

1077: 3 lts. Like 1080 but with 14" dish.

1076: 2 lts. Like 1080 but with 12" dish.

1241: 1 lt. Handsome with period or modern furnishings. Ivory glass shade. Pin switch. Back 43/4". Finishes: Bronze with Gold, Pewter with Gold or Pol. Brass with Pewter.

1245: 5 lts. Extremely decorative and desirable. Length 14". Width 18". Finishes: Bronze with Gold, Pewter with Gold, or Pol. Brass with Pewter.

LIVING ROOMS LIGHT CONDITIONING



In this living room is Fix-ture No. 530 and 2 Brack-ets, No. 539, described

V ERY appropriately named, the living room is the most important room in the home. Because here family and friends gather for relaxation, fun and frolic, it is necessary that your lighting be adequate for every occasion. These smartly styled lighting fixtures provide soft, decorative, glareless, semi-indirect illumination that adds charm and cheer to every living room.

408: 1 lt. For decorative, localized lighting. Metal banded Ivory glass with rich, Tan decoration. Pin Switch. Back 3\\[^3/\_8\'' \times 4\\^2/\_2\''. Finishes: Pewter with Gold Trim or Mat Gold.

456: 4 lts. Handsome 16" Ivory glass, Tan decoration. Beaded canopy and font. Length 13". Finishes: Pol. Brass or Pewter with Gold Trim.

530: 5 lts. A scintillating example of fine crystal. Unusually cut arms embellished with handpolished drapes and pendalogs. Length 48". Body 22". Width 21". Finish: Chromium.

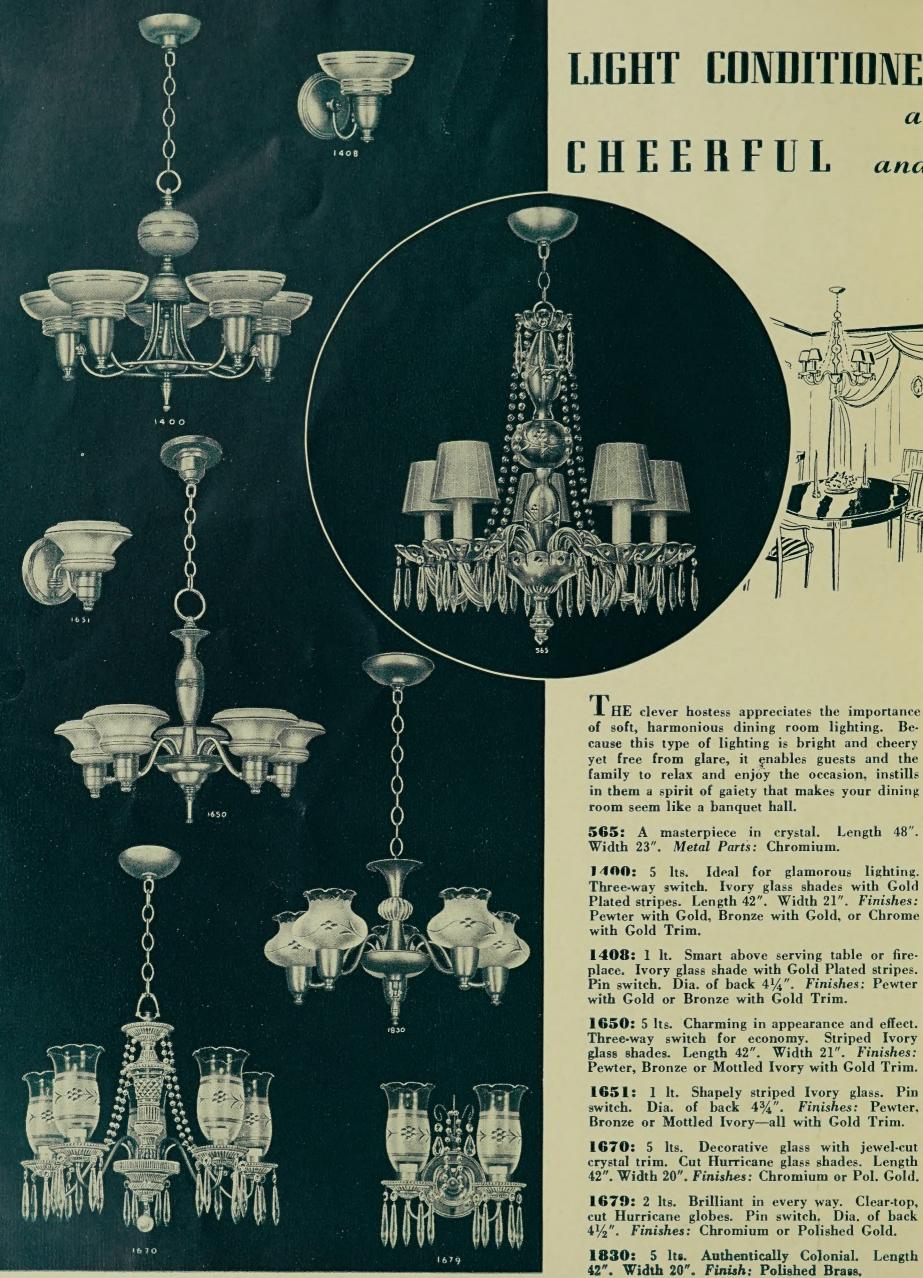
**539:** 2 lts. Exquisite wood-polished crystal bracket. Individual controls on candles. Dia. of back  $4^{1}/_{4}$ ". Finish of Metal Parts: Chromium.

1119: 3 lts. 12" Cut frosted Colonial dish with Colonial Prisms. Dia. of top 15". Length 8". Metal Parts: Ant. Brass, Col. Brass or Pewter.

1891: 1 lt. Smart, with Gold Plated lined Ivory glass shade. Back 5". Finishes: Pewter & Gold, Bronze & Gold or Mottled Ivory & Gold.

1895: 5 lts. Modern in every way. Handsome Ivory glass shades with Gold Plated striping. Length 19". Width 20". Finishes: Pewter & Gold, Bronze & Gold or Mottled Ivory & Gold.

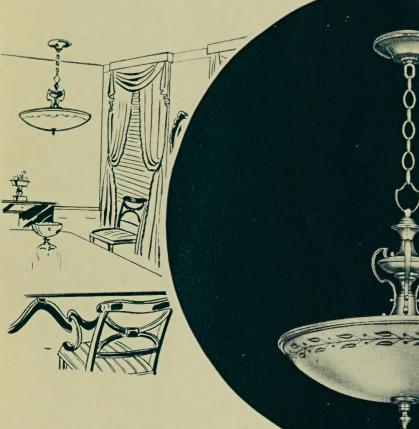




### DINING ROOMS

more

more BEAUTIFUL



THE lighting fixtures suggested here have been specifically designed for the dining room. The soft, glareless light they provide nicely illuminates the table and accentuates the beauty of your napery and silver. At the same time, the entire room is bathed in warm, cheerful light.

426: 4 lts. 16" Ivory glass dish set-off by beaded edge, metal banding. Length 42". Width 17". Finishes: Pewter with Gold Trim or Mat Gold.

**975:** 5 lts. Sparkling example of Colonial beauty. Clear-top, cut Colonial shades. Length 42". Width 19". Finish: Polished Brass.

978: 1 lt. With etched Colonial prisms. Pin switch. Dia. of back 4½". Finish: Polished Brass.

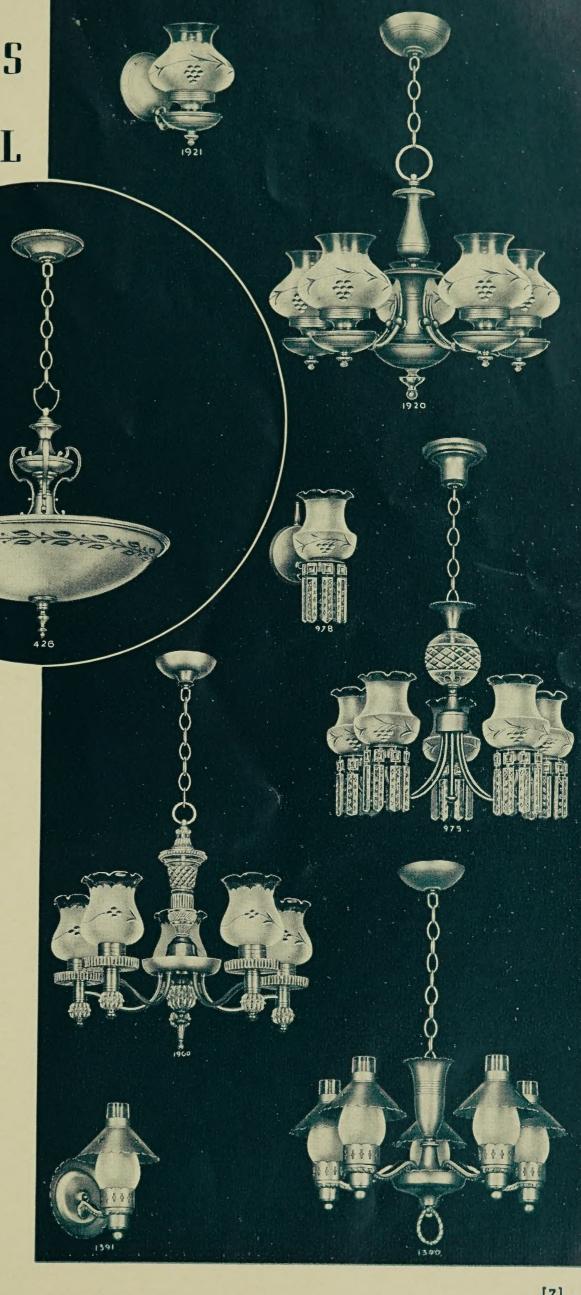
1390: 5 lt. Provincial. Scalloped metal reflectors over clear-top, glass chimneys. Length 42". Width 18". Finishes: Colonial Brass with Pewter Reflectors, or Weathered Brass with Weathered Brass or Antique Red Reflectors.

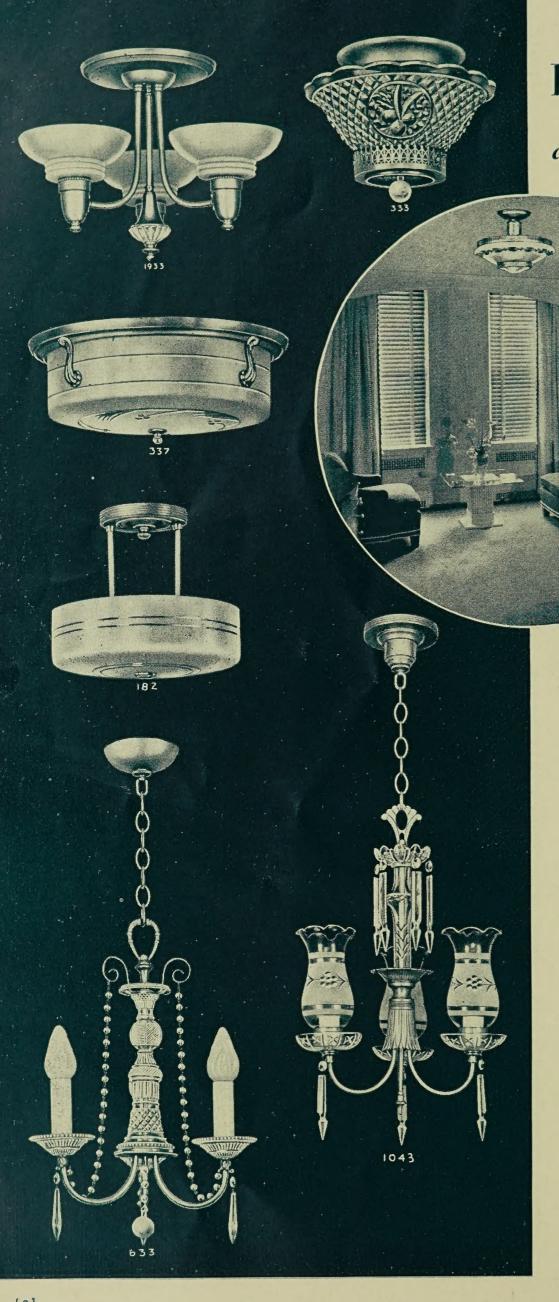
1391: 1 lt. A lovely sconce. Scalloped pie-plate back 5½". Pin switch. Finishes: Colonial Brass with Pewter Reflectors or Weathered Brass with Weathered Brass or Antique Red Reflectors.

1900: 5 lts. Combining charm with the elegance of crystal. Length 42". Width 19". Finishes: Polished Brass or Chromium.

1920: 5 lts. Rich in beauty. Length 42". Width 22½". Finishes: Polished Brass, Antique Brass or Pewter.

1921: 1 lt. With quaint charm. Cut, clear-top glass shade. Back dia. 5". Pin switch. Finishes: Pol. Brass, Antique Brass or Pewter.





BEDROOMS and also need LIGHT

Please Note: The Lig booklet have been sel tive beauty and abili Condition' the rooms designed. Of course, lighting fixtures on rooms.

Also observe that light for one particular room well in other rooms same size, where sperformed.

In this bedroom is Fixture No. 370. 12" Ivory Glass Dish with 1an decoration. Length 9½". Finishes: Mat Gold or Polished Brass.

IN no other room is 'Lighting Conditioning' as important from a decorative point of view. Because in the bedroom furnishings are usually a bit frilly and feminine, good light is necessary to show them off to best advantage—yet the lighting fixture from which it comes must be in keeping with the decorative theme. Also, you dress, sew, read, and do numerous other things that require soft, adequate, glareless illumination—therefore bedroom lighting must be efficient as well as decorative.

182: 2 lts. Modern in concept yet conservative in design. 10" Ivory glass dish with Gold Plated lines. Length  $8\frac{1}{2}$ ". Finish: French Gold.

**333:** 2 lts. A crystal jewel for elegance and beauty. Dia. 12½". Length 7". *Metal Parts*: Polished Brass or Chromium.

337: 3 lts. Graciously and glarelessly illuminates a large room. 12" cut Colonial dish with metal band and cast brass legs. Dia. of top 14½". Finishes: Antique Brass, Pol. Brass or Pewter.

**633:** 3 lts. Delicate in design and harmonizes well with feminine furnishings. Polished crystal drapes and pendalogs, crystal glass body. Length 42". Width 15½". Finishes: Chrom. or Pol. Gold.

1043: 3 lts. Stately, impressive, lovely and appropriate. Clear-top, etched, frosted glass shades are accentuated by the crystal glass body, bobeches and the crystal spear-head prisms. Length 36". Width 15". Finishes: Chromium or Mat Gold.

1933: 3 lts. Diffuses a wealth of soft, glareless light through toned Ivory glass shades. Length 12". Width 16". Finishes: Pewter with Gold Trim or Polished Brass.

SUN PARLORS CONDITIONING

hting Fixtures in this ected for their decoraty to properly 'Light for which they were we also have other lisplay in our show-

ting fixtures designed a may be used equally of approximately the imilar functions are

> In this sunparlor is Fixture No. 334 described below. See how well it blends in with the other furnishings.

WHEN the sun goes down you can still enjoy the comforts and cool breeze in your sunparlor if it is 'Light Conditioned.' Like the bedroom, this room depends upon its lighting for decorative embellishment and at the same time, when you play cards, sew, or gather for friendly conversation in your sunparlor at night, the lighting must be soft, mellow and free from glare. Select one of the fixtures shown here and be sure that your lighting is right.

169: 3 lts. Beautifully cut, polished mirror ceiling plate with attractive center cluster. Dia. 12". Finishes: Mat Gold or Silver & Black.

**334:** 2 lts. Scintillating frosted crystal glass dish with polished crystal relief. Dia.  $12\frac{1}{2}$ ". Length  $6\frac{1}{2}$ ". Finishes: Pol. Brass or Chrom.

346: 2 lts. Attractive semi-close to ceiling, 10" cut Colonial dish with metal banding. Length 9". Finishes: Ant. Brass, Polished Brass or Pewter.

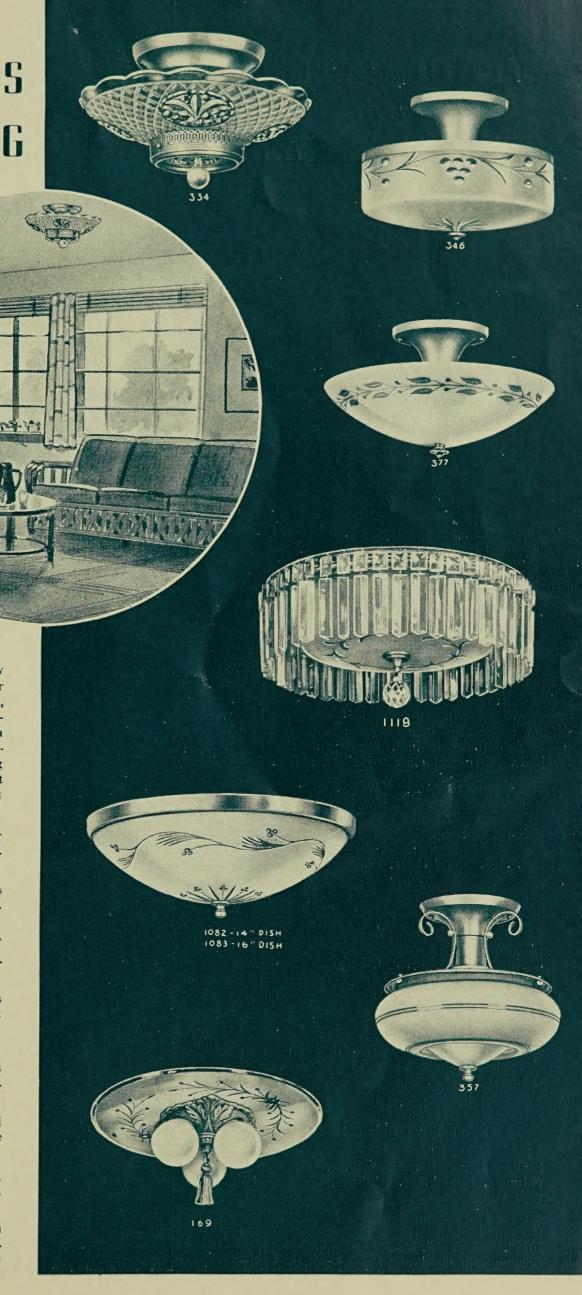
377: 2 lts. Cheerful looking 12" Ivory glass dish with tan decoration. Diffuses both direct and indirect illumination. Length 8". Finishes: Polished Brass or Pewter with Gold Trim.

**357:** 2 lts. Distinctive, shapely 10'' Ivory glass dish with Gold Plated striping. Length  $10^{1/2}$ . Finish: Mat Gold.

1082: 3 lts. Snug to ceiling 14" cut Colonial dish with metal ceiling band. Finishes: Antique Brass, Polished Brass or Pewter.

1083: 4 lts. For large sunparlor or bedroom. 16" cut Colonial dish with metal ceiling band. Finishes: Ant. Brass, Pol. Brass or Pewter.

1118: 2 lts. Authentic 10" cut Colonial dish enhanced with sparkling Colonial prisms. Dia. of top 14". Length 7". (This fixture may also be had with 6", 8" or 12" dish.)



WARMTH and WELCOME

in the

ENTRANCE HALL



Notice how the lantern adds to the beauty of this

THE hall sets the keynote for the whole house. If it is 'Light Conditioned' by a beautiful lantern, guests will appreciate more the cordiality of your welcome and immediately express their pleasure. Whenever possible a hanging lantern should be used in the main hall. For vestibule and upper halls, we suggest close to ceiling pieces.

**366:** 1 lt. Decorative and effective. Handsomely cut 7" frosted Colonial globe. Finishes: Antique Brass, Polished Brass or Pewter.

**340:** 3 lts. Sparkling crystal, candelabra type lantern with crystal smoke bell. Length 36". Dia. 7½". *Metal Parts:* Chromium or Pol. Brass.

343: 1 lt. Lovely crystal piece for the small hall, vestibule or powder box. Dia. of globe 6".

Metal Parts: Chromium or Polished Brass.

1014: 1 lt. With the charm of authenticity. 7" Colonial globe richly cut. Length 12½". Finishes: Pol. Brass, Ant. Brass or Pewter.

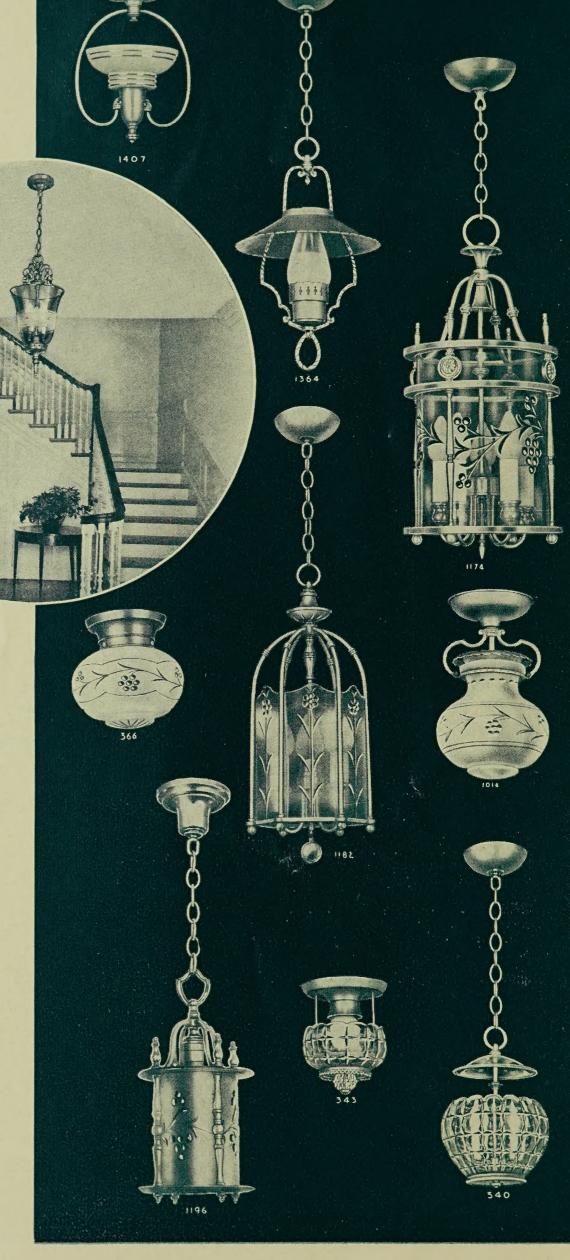
1174: 4 lts. Large, impressive Colonial lantern. Five candles with candelabra sockets. Hand-cut clear crystal cylinder 9" x 12". Length 42". Finishes: Antique Brass or Colonial Brass.

1182: 3 lts. Smart lantern with floral cutting on clear glass cylinder, 7" x 9". Length 36". Finishes: Colonial Brass or Ebony with Gold Trim.

1196: 1 lt. A true Colonial lantern. 5" x 7" cut Colonial frosted glass cylinder. Length 36". Finishes: Ant. Brass, Colonial Brass or Pewter.

1364: 1 lt. In the Provincial manner. 10" Scalloped metal reflector over clear-top glass chimney. Length 36". Finishes: Weathered Brass with Weathered Brass or Ant. Red Reflectors.

1407: 1 lt. For modern decorative illumination. Ivory glass shade with Gold Plated lines. Length 101/2". Width 8". Finishes: Pewter with Gold, Bronze with Gold or Chrome with Gold Trim.



DECORATIVELY LIGHTING BREAKFAST ROOM and DINETTE



Make these rooms hright and cheerful and you will enjoy them twice as much. Whether it he for a midnight snack or an informal meal, 'Light Conditioning' will add to your enjoyment by enlivening your guests and making your room more heautiful. The lighting fixtures shown here

have heen styled and engineered to accomplish just this!

310: 1 lt. Smart 7½" Ivory glass dish enriched with openwork metal gallery and hottom. Length 8". Finishes: Polished Brass or Ivory & Gold.

370: 1 lt. Distinguished looking, dustproof 12" fully enclosed Ivory glass dish with tan decoration enhanced by openwork metal grilles. Length 9½". Finishes: Mat Gold or Polished Brass.

368: 1 lt. Efficient 12" metal reflector with crystal ornament over ribbed, clear glass globe. Finishes: Polished Brass, Pewter or Red Reflector or Weathered Brass, Pewter or Red Reflector.

457: 2 lts. Unusual both in design and effect. Louvred metal reflector directs light upward for indirect lighting while glass bottom permits direct rays to gayly illuminate the tahle. Length 36". Dia. 12". Finishes: Pewter with Gold Trim or Empire White with Gold Trim.

1698: 1 lt. In keeping with the informal spirit of these rooms. Glass insert on concave hackplate. Dia. of back  $5\frac{1}{2}$ ". Finish: Polished Brass.

1833: 3 lts. The traditional Colonial enhanced hy crystal ball insert. Length 36". Width 15". Finish: Polished Brass.

1692: 1 lt. Styled in the Period manner. 12" metal reflector over clear-top, frosted glass chimney. Length 36". Finish: Polished Brass.





# CHEERFULLY LIGHTING the PLAYROOM and DEN

In this playroom is Fixture No. 203 described below.

DESIGNED for the playroom, bar, boy's room and den, these lighting fixtures have been styled along informal lines . . . manufactured of particularly strong materials to withstand the strain . . . and engineered to provide the bright, cheerful yet absolutely glareless illumination these rooms need.

74: 4 lts. Modern in every way. Crystal louvred center piece. Takes 4 12" Lumiline lamps. Plate 16" x 16". Finish: Chromium.

203: 2 lts. Seaworthy in appearance and effect. Frosted glass cylinders. Cage  $4\frac{1}{2}$ " x 8". Width  $15\frac{3}{4}$ ". Finishes: Pol. Brass or Ebony & Gold.

**306:** 2 lts. Efficient 8" Ivory glass dish with decorative wire guard. Dia. of top 10". Finishes: Ebony & Gold or Brushed Copper.

**315:** 1 lt. Nautical and very nice. Marine glass globe. Anchor backplate  $4\frac{1}{2}$ " x 12". Cage 5" x  $6\frac{1}{2}$ ". Finishes: Ebony with Polished Brass Trim or Antique Red with Polished Brass Trim.

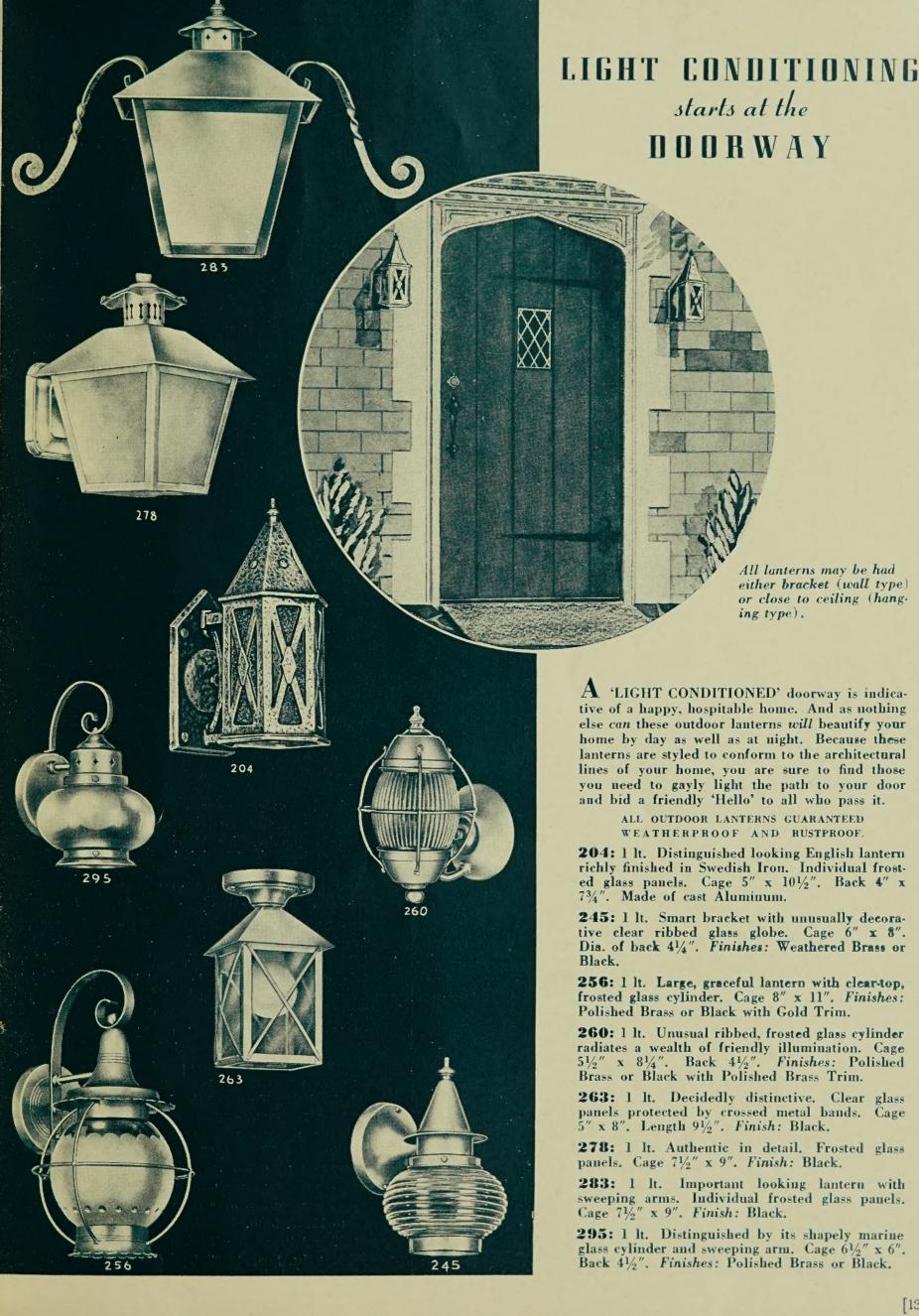
**317:** 2 lts. Heave-ho and have a lot of fun under the good light this piece provides. Marine glass cylinders. Anchor ceiling plate  $15\frac{1}{2}$ " long. Cage 5" x  $6\frac{1}{2}$ ". Finishes: Ebony with Polished Brass Trim or Antique Red with Polished Brass.

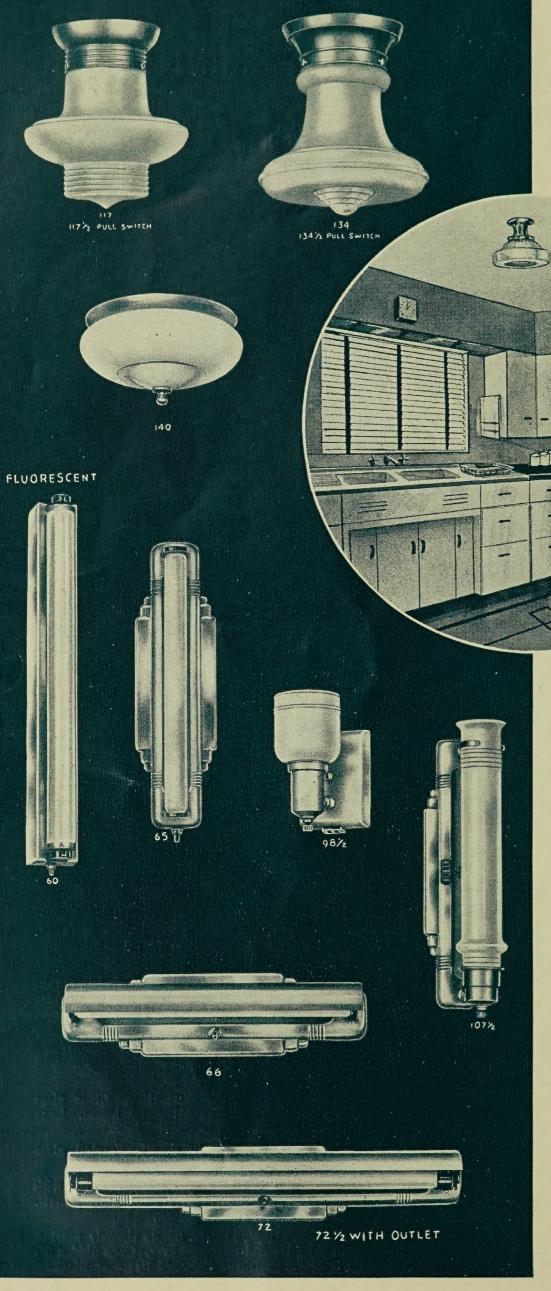
319: 1 lt. Maple (wood) ship's wheel is ceiling plate for 6" Nautical dish. Overall width 10".

320: 2 lts. Like 322 but with 8" dish.

322: 3 lts. For the larger rooms—10" Nautical dish that radiates the warm light of 'snug harbor.' Maple (wood) ship's wheel ceiling plate 14".

364: 1 lt. For high-ceilinged rooms. 10" metal reflector over satin crystal crackled globe. Takes up to 60W (A19) bulb. Length 36". Finishes: Polished Brass with Pewter Reflector or Weathered Brass with Antique Red Reflector.





HERE IS HOW TO

your KITCHEN

ALL FIXTURES FINISHED IN CHROMIUM

Fixtures shown on these pages may be used either in kitchen or bathroom, pantry, passageway or kitchenette.

BECAUSE the kitchen is the workshop of the home it needs 'Light Conditioning' just as certainly as an office needs efficient lighting. 'Light Conditioning' will contribute a modern decorative note, inspire a more cheerful existence and make all tasks seem lighter. For bright, glareless general illumination we recommend a ceiling lighting fixture. And above the sink, stove and work table a bracket for localized lighting.

60: Modern beside-the-mirror bracket for 15W. Fluorescent tube. For AC current only. Should be used in pairs. Pin switch. Back 3" x 19½".

65: Distinctive and smart. Pin switch. Takes 12" Lumiline lamp. Back  $3\frac{1}{2}$ " x 13".

**65**  $\frac{1}{2}$ : Same as 65 but with convenience outlet. **66**: With adjustable metal reflector. Takes 12'' Lumiline lamp. Pin switch. Back  $3\frac{1}{2}'' \times 13''$ .

661/2: 66 with convenience outlet.

72: For 18" Lumiline lamp. Adjustable metal reflector. Pin switch. Back  $3\frac{1}{2}$ " x  $19\frac{1}{2}$ ".

721/2: 72 with convenience outlet.

98½: 1 lt. Utility bracket with Opal shade. Convenience outlet. Turn switch. Back 3½"x4½".

98: 1 lt. 98½ without convenience outlet.

107½: 1 lt. Hi-Lite glass cylinder. Takes 40W. tubular bulb. Turn switch. Back  $3\frac{1}{2}$ " x 13".

107: 1 lt. 1071/2 without convenience outlet.

**117:** 1 lt. For large kitchen or bath.  $8\frac{1}{2}$ " Hi-Lite Glass. Length 9".

117½: 1 lt. Same with pull chain control.

116: 1 lt. Like 117 but with 61/2" Glass.

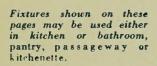
134: 1 lt. Smart  $8\frac{1}{2}$ " Opal glass globe. Takes up to 150W. bulb. Length 9".

1341/2: 1 lt. Same with pull switch control.

140: 2 lts. Shapely 8" Opal glass dish. Takes up to 40W. bulbs.

### LIGHT CONDITION and BATHROOM

ALL FIXTURES FINISHED IN **CHROMIUM** 



Too often the bathroom 'dates' a home back many years - but not so when there is 'Light Conditioning' to make it modern, new looking and bright. A new ceiling fixture will add a refreshing note. A scientifically designed over the mirror bracket, or a pair of side brackets will softly light the face and thus make shaving or the application of make up easier. And a shower light is a good investment because it helps prevent costly accidents.

93: 1 lt. Hi-Lite glass. Takes up to 40W. bulb. Dia. of top  $4\frac{1}{2}$ ". Length  $5\frac{3}{4}$ ".

93½: 1 lt. Same as 93 but with pull chain.

106: 1 lt. Modern bracket with Hi-Lite, clear lined glass. Turn switch. Back 3\%" x 7".

106½: 1 lt. 106 with convenience outlet.

108: 1 lt. Decorative over-the-mirror bracket. Pull chain. Día. of back 4½". Ext. 7½".

108½: 1 lt. 108 with convenience outlet.

130: 1 lt. Particularly beautiful and efficient. 83%" unit with closed, concentric circle bottom: clear striped 13" plate glass louvre. Length 8".

**131:** 1 lt. Same as 130 but smaller. 6\%" globe.

160: 1 lt. 8\%" glass globe with scientific, closed, concentric circle bottom. Length 8\%".

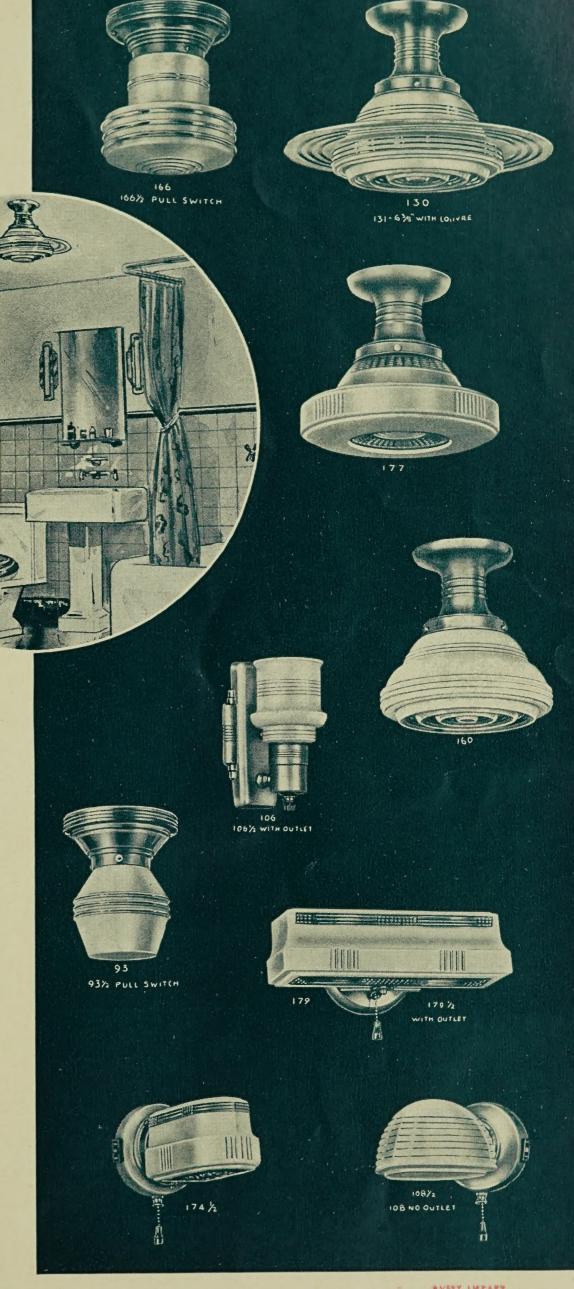
166: 1 lt. Beautiful in smaller kitchen or bath. Hi-Lite glass 6" x 3\\". 166\\". Same with pull.

174½: 1 lt. All enclosed, shade with clear relief on sides and prismatic bottom. Back  $4\frac{1}{2}$ ". Ext.  $7\frac{1}{2}$ ". 174: 1 lt.  $174\frac{1}{2}$  with no outlet.

177: 1 lt. For large kitchen or bath. 9½" Globe, prismatic bottom, clear relief top. Takes 100W. bulb. Length 8". 177½: Same with pull.

176: 1 lt. Same as 177 but with 71/2" Globe.

179: 2 lts. Enclosed shade, prismatic bottom, clear relief. Takes 40W. bulbs. Width 11". Ext. 4". 179½: Same with convenience outlet.





### USE THIS BOOKLET WHEN SELECTING

### Distinctive Light Conditioning

### LIGHTING FIXTURES

In this booklet is a complete and comprehensive selection of distinctive Light Conditioning Lighting Fixtures, appropriate for beautifully lighting new homes and for bringing new charm and radiance to homes now in use.

All these lighting fixtures are smartly styled, beautifully finished and wired to the specifications of the National Board of Fire Underwriters.

Our complete display and our lighting experts are at your service. Please call upon us for any additional assistance you may desire. There is no cost or obligation.